

# REQUEST FORM FOR APPLICATION UNDER 37 CFR 1.53(b)

DOCKET NUMBER: 4495-059  
Prior Application: PCT/JP02/03012

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is a Request for filing a Continuation, application under 37 CFR 1.53(b) of pending prior International Patent Application No. **PCT/JP02/03012** on March 27, 2002, entitled **SYSTEM FOR EVALUATING A COMPANY'S CUSTOMER EQUITY**, by the following named inventor(s) **Koji WATARAI and Tetsuya KAWAI**.

1. ☒ I hereby enclose an English language translation of the above-identified application.
  - ☒ 14 page(s) of Specification, Claims and Abstract
  - ☒ 5 sheet(s) of formal drawings
2. ☒ Declaration and Power of Attorney
  - a. ☒ Newly executed (original or copy)
  - b. ☐ Copy from a prior application (37 CFR 1.63(d))
  - c. ☐ Deletion of inventor(s)  
Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b).
3. ☐ Incorporation By Reference (useable if Box 2b is checked)  
The entire disclosure of the prior application, from which a copy of the oath or declaration is supplied under Box 2b, is considered as being part of the disclosure of the accompanying application and is hereby incorporated by reference therein.
4. ☒ Preliminary Amendment is enclosed.
5. ☐ An Information Disclosure Statement and PTO1449 Form are submitted herewith.
6. ☒ An assignment conveying title in instant application to **DENTSU TEC INC.**, with PTO Form 1595.
- 7a. The filing fee is calculated on the basis of the claims existing in the prior application as amended at 4 and 6 above:

	NO. OF CLAIMS		EXTRA CLAIMS	RATE	FEE
Total Claims	7	MINUS 20	0	x \$18 =	
Independent Claims	1	MINUS 3	0	x \$86 =	
Basic Application Fee					\$770.00
If multiple dependent claims are presented, add \$290.00					
Total Application Fee					\$770.00
Assignment and Recording Fee					\$40.00
<b>TOTAL APPLICATION FEE DUE</b>					<b>\$810.00</b>
<input checked="" type="checkbox"/> <b>CREDIT CARD AUTHORIZATION FORM</b> <input type="checkbox"/> CHECK NO. _____ <input type="checkbox"/> CHARGED TO DEPOSIT ACCOUNT NO. 07-1337					

- 7b. ☐ Applicant is entitled to small entity status under 37 CFR 1.9 and 37 CFR 1.27.

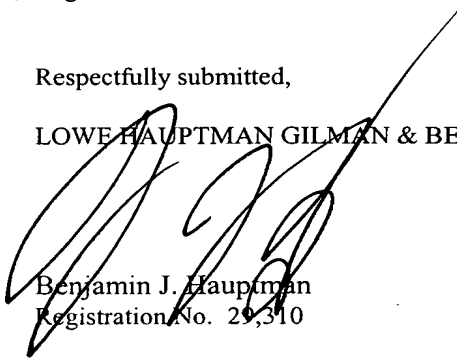
8. ☒ The Commissioner is hereby authorized to charge fees under 37 CFR 1.16 and 1.17 which may be required, including any extension of time fees to maintain the pendency of the parent International application No. PCT/JP02/03012 or credit any overpayment to Deposit Account No. 07-1337.
9. ☒ Amend the specification by inserting before the first line the sentence:  
--This application is a continuation of International Application No. PCT/JP02/03012 filed March 27, 2002, which claims priority to Japanese Application No. JP2001-130189 filed April 26, 2001.--
10. ☒ Priority of Japanese Application No. JP2001-130189 filed April 26, 2001 is claimed under 35 USC 119.

Address all future communications to: (May only be completed by applicant, or attorney or agent of record)

LOWE HAUPTMAN GILMAN & BERNER, LLP  
Customer No. 22042  
1700 Diagonal Road, Suite 300  
Alexandria, Virginia 22314

Respectfully submitted,

LOWE HAUPTMAN GILMAN & BERNER, LLP



Benjamin J. Hauptman  
Registration No. 29,310

for

Kenneth M. Berner  
Registration No. 37,093

Date: October 24, 2003  
USPTO Customer No. 22429  
1700 Diagonal Road, Suite 310  
Alexandria, Virginia 22314  
(703) 684-1111  
(703) 518-5499 Facsimile  
KMB:BJH:eb